



CITY MANAGER WEEKLY UPDATE

For Week Ending August 16, 2013

Paul Eldredge, City Manager



ADMINISTRATION

City Blood Challenge 2013

The City of Brentwood will be participating in the American Red Cross (ARC) City Blood Challenge 2013—a “spirited” summer blood drive competition between the Cities in Northern California. The Challenge is being held August 1 – September 30 and the City of Brentwood will be hosting its blood drive on Friday, September 6 from 9:00 a.m. to 3:00 p.m. at the Brentwood Community Center (35 Oak Street). Double Red Cell Donation appointments are also available, where a special machine is used to allow you to safely donate two units of red blood cells during one donation while returning your plasma and platelets to you.

If interested in making an appointment for September 6 or another blood drive in the Brentwood area, log on to www.redcrossblood.org or call 1-800-RED-CROSS (1-800-733-2767). Please see the attached flyer for more information.

Emergency Alerts Issued on Cell Phones

On Monday, August 5 at roughly 11:30 p.m., and again on Tuesday, August 6 at approximately 9:20 a.m., cellphones across California came alive with a distinct vibration and alarm signaling people to an Amber Alert that had been issued. In response, many people have raised questions about this platform and their phone’s capabilities. Currently, disaster-related information can be communicated to the public via three main avenues: 1) The state and federal Emergency Alert System (with messages broadcast via television and radio); 2) County-based “reverse 9-1-1” systems in which pre-recorded messages are distributed to people’s homes via a “land line” or hard line telephone system; and 3) Public posting of relevant information on websites and other social media platforms.

This Amber Alert was issued as part of a new technology called Wireless Emergency Alerts (WEA) – a partnership between the Federal Emergency Management Agency (FEMA) and all of the country’s wireless providers. It enables an effective and reliable system to alert and warn the American people in situations of war, terrorist attack, natural disaster or other hazards to public safety and well-being. Under WEA, all new phones come equipped with an alert microchip pre-installed (voluntarily included upon agreement by all major cell phone manufacturers). Anyone who purchased a phone since the end of 2012 (with some providers having rolled this technology out sooner) has the ability to receive alerts issued from FEMA and local emergency managers via WEA. For those interested in opting-out of these alerts, or Amber Alerts in particular, they are encouraged to contact their wireless provider for instructions. For more information on Wireless Emergency Alerts visit the Federal Communications Commission site: <http://www.fcc.gov/guides/wireless-emergency-alerts-wea>



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Brentwood Library Hosts Town Hall Meeting

The Contra Costa County Library is updating its Countywide Strategic Plan. The Strategic Plan will guide their work over the next several years. Their goal is to continually work to ensure materials, services and programs meet the ever-changing needs of their patrons and the communities in which they serve. As part of this process, a Town Hall Meeting has been scheduled in each community where residents and stakeholders can share their vision and voice their opinions on the Library and what its priorities and goals should be. The Town Hall Meeting for the Brentwood community has been scheduled for Wednesday, August 21, 2013 from 6:30 p.m. to 8:00 p.m. in the Brentwood Community Center located at 35 Oak Street. Take this opportunity to provide input about the Library's Strategic Plan and how they can better serve the community. For more information on the Contra Costa County Library, please visit www.ccclib.org.

COMMUNITY DEVELOPMENT

General Plan Update Working Group

The Working Group met on August 15 and discussed a new topic – Land Use. The next meeting will be held on September 5 at 6:00 p.m. in the Brentwood Community Center (35 Oak Street), at which time the Working Group will be discussing two new topics – Circulation and Growth Management. For information about the General Plan Update, please visit the project website at www.brentwood.generalplan.org or contact Taira Ordaz in the City's Community Development Department at (925) 516-5405 or tordaz@brentwoodca.gov.

Entrepreneur Training Program

The City is accepting applications for its annual Entrepreneur Training Program. This seven-week class (held Sept. 16 – Oct. 30) is designed specifically for the owners of existing Brentwood businesses and new start-up ventures. In previous years, this program has helped more than 50 Brentwood businesses to solve business problems, adjust to changing market conditions, and plan for future growth. Instruction is being provided by well-known business consultant Jeffrey G. Hall. To apply, complete and submit the application, which is available at: [2013 Brentwood Entrepreneur Training Program Application](#). A free informational session will be held on August 26 at 10:00 a.m. on the 2nd floor of City Hall (150 City Park Way). For more information, contact Peggy Trudell at either ptrudell@brentwoodca.gov or (925) 516-5405.

PARKS AND RECREATION

Bark in the Park Dog Parade

The Brentwood Advisory Neighborhood Committee (BANC) will be hosting a "Bark in the Park" Dog Parade on Saturday, August 24, from 10:30 a.m. to noon, in City Park. Dogs are encouraged to wear costumes to this free, fun, family event. Please see the attached flyer for details.

Quasquicentennial Celebration & Annual Play Day

Quasquicentennial means 125, and that is how old our City Park is this year. To celebrate, the City will hold a birthday celebration on Friday, August 16 in conjunction with the annual Play Day and children's concert. Festivities for the birthday celebration will start at 6:15 p.m. and will include birthday cupcakes, singing "Happy Birthday," games (some of which were played by children 125 years ago), and a history "story walk" located throughout the park, located at the corner of Oak and Second Streets in the historic downtown area. The rose garden will also be dedicated to James and Josephine Sanford, who in 1888 dedicated this parcel of land as a gathering place for the community.



Play Day 2012

Free parking is available in the parking garage located at 100 City Park Way (between City Hall and the Community Center). Please do not bring glass containers or audio/video recording devices, and alcohol is not permitted in City Park. Dogs must be leashed and their owners are responsible for cleaning up after them. Don't forget your lawn chairs, blanket and picnic basket. For more information, please contact Parks and Recreation at (925) 516-5444.

Following the birthday festivities, the annual Play Day will take place from 6:30 p.m. to 8:30 p.m. The award-winning Hipwaders will be performing a kids' concert, and staff will be providing a special giveaway to Play Day attendees. This is the final performance in Brentwood's 2013 Summer Concert Series. Come have a blast with us and see why Brentwood is a Playful City USA!



In Mt. Diablo's Shadow Volume III - Anthology by Local Writers

City of Brentwood's Poet Laureate Kati Short is sending out the Call for Submissions for the Anthology by Local Writers for Volume III of *In Mt. Diablo's Shadow*. Specifications and waiver are available at the Parks and Recreation Department located at the Brentwood Community Center (35 Oak Street). The deadline for submissions is September 16, 2013. For further information please email Kati Short at katishort@yahoo.com or call her at (925) 634-6655.

POLICE

DUI Enforcement

The Brentwood Police Department will be joining law enforcement agencies throughout California stepping up DUI enforcement at the end of the traditional summer season through Labor Day (August 16 through September 2). During this period, there will be an increase in law enforcement presence on the roads, including additional officers and DUI checkpoints



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throughout the state, and those caught driving under the influence of alcohol and/or drugs will be arrested.

The Brentwood Police Department Traffic Unit will be conducting a DUI/Drivers' License Checkpoint today, August 16, on Sand Creek Road near Highland Way, between the hours of 7:00 p.m. and 1:00 a.m. Specially trained officers will be on hand.

Funding for this checkpoint is provided to the Brentwood Police Department by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For more information, please see the attached Press Release.

Public Safety Forum

The City of Brentwood is pleased to announce their first Public Safety Forum, which will take place this Saturday, August 17, from 10:00 a.m. to 12:00 p.m. at the Brentwood Community Center (35 Oak Street). Admission is free, and all residents are encouraged to attend this event. Please see the attached Press Release for more information.

PUBLIC WORKS

State Route 4 /Sand Creek Road Interchange Project ("Project")

This Project will reach a major milestone on the evening of Friday, August 23, 2013. Southbound traffic will be shifted onto the new Sand Creek Road Bridge. The traffic switch will be conducted at night between August 23 and 24. The switch will result in all southbound through traffic using the new bridge which will eliminate the need to stop at the existing Sand Creek Road traffic signal. Southbound traffic that had turned left at the signalized intersection will now use the new off ramp. Westbound Sand Creek Road traffic that had turned left at the signalized intersection will now drive under the new bridge and use the new on-ramp to proceed towards Balfour Road. Northbound traffic will remain in its current configuration until late October, at which time it will be switched onto the new bridge as well.

Sand Creek Road Interchange Project Milestone Celebration

The Contra Costa Transportation Authority asks that you mark your calendars for a Milestone Celebration for the completion of Phase I of the Sand Creek Road Interchange project, including the newly built Highway 4 eastbound lanes from Laurel Road to Sand Creek Road and the eastbound bridge. The celebration is scheduled for Friday, August 23, at 3:00 p.m. Please meet at the Streets of Brentwood Shopping Center where a shuttle bus will run between the parking lot and the project site. The event starts at 3:00 p.m.; the shuttle bus will begin running at 2:30 p.m. Attendees should wear thick-soled shoes. Please RSVP by Wednesday, August 21 to info@4eastcounty.org





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Neighborhood Clean-up Events

Brentwood residents with active garbage accounts are invited to participate in the Neighborhood Clean-up Events. Residents can bring unwanted household items to the City's Solid Waste Transfer Station at predetermined dates and times. Accepted items include: yard waste, appliances, e-waste (TVs, computers, etc.), furniture, and garbage. The clean-ups will be held Saturdays during September and October. Drop-off dates and times are determined by address. Invitations with the pertinent information will be mailed prior to each scheduled event. For more information, call (925) 516-6090 or visit the City's website at www.brentwoodca.gov.

PG&E Projects within Brentwood

- **Traffic Signals:**

PG&E has informed the City of three planned electrical outages that will affect some traffic signals along Balfour Road and Fairview Avenue. The first is scheduled to occur on Monday, August 19 from 9:00 a.m. to 4:00 p.m., and will affect the signal at Fairview Avenue and Arlington Way. The second is scheduled from 11:00 p.m. on Tuesday, August 20 to 6:00 a.m. Wednesday, August 21 and will affect the signals on Balfour Road at McViking Way, Fairview Avenue and Summerset Drive. The third is scheduled from 11:00 p.m. on Thursday, August 22 to 6:00 a.m. Friday, August 23 and will affect the signals on Balfour Road at Cortona Way and at Foothill Drive/East Country Club. The affected signals for these outages will be run by their battery backup system and will be placed in flash mode to ensure the signals are visible and to slow down drivers through the work zone.

- **Pipeline Safety Enhancement Plan Update:**

As a part of PG&E's multi-year Pipeline Safety Enhancement Plan, PG&E is replacing an existing gas pipeline with a new 24-inch gas pipeline in Fairview Avenue. PG&E is re-inspecting and pressure testing the new pipeline from Balfour Road north to Fairview Court. There are 14 large water containers temporarily placed along Fairview Avenue at different locations that are used for the pressure test work. Construction of the connection points will begin after the pressure testing is completed. The last part of work for PG&E to complete this project is the resurfacing and re-striping of Fairview Avenue from Balfour Road north to Fairview Court, which is anticipated to be completed by late fall.

Detours are in place and traffic delays should be expected between the weekday hours of 7:30 a.m. and 5:30 p.m. and Saturdays from 9:00 a.m. to 4:00 p.m. For more information, please contact William Calvin of PG&E at (925) 421-5255. The latest traffic alert information associated with this work is available on the City of Brentwood's website by clicking on the following link: [Road Conditions](#).

- **St. Andrews Road Project:**

This project involves the replacement of a gas pipeline on St. Andrews Drive between Mountain View Drive and Spyglass Drive. Work is continuing on this project and is anticipated to be completed by late fall.



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- **Minnesota Avenue Project:**

PG&E will be adding an additional service line to improve service along Minnesota Avenue between Central Boulevard and Deer Creek just south of Bristow Middle School. The work is to begin within the next couple of weeks and anticipated completion is this fall.

City staff will continue coordinating with PG&E to ensure there are minimal impacts to the community and school traffic, and will be paying particular attention to the cumulative effects of these projects on traffic in the neighborhoods.

Distribution:

City Council
Planning Commission
Arts Commission
Park & Recreation Commission
Department Heads
Brentwood Press
Contra Costa Times

American Red Cross

Blood Drive



City of Brentwood

Brentwood Community Center
35 Oak Street – Brentwood

Friday, September 6, 2013
9:00 a.m. – 3:00 p.m.

To schedule your appointment or for more information, contact 1-800-RED CROSS (1-800-733-2767) or log on to www.redcrossblood.org and enter the **Sponsor Code: Brentwood**

The need is constant. The gratification is instant. Give blood.



redcrossblood.org | 1-800-RED CROSS
(1-800-733-2767)



Use your smartphone to scan the QR code at left, or go to redcrossblood.org/social to follow us on Facebook and Twitter.

Identification is required to donate.

BARK in THE PARK DOG PARADE



Saturday, August 24
City Park

corner of Second and Oak Streets

**Dogs are encouraged to
wear costumes to this free, fun, family event!**

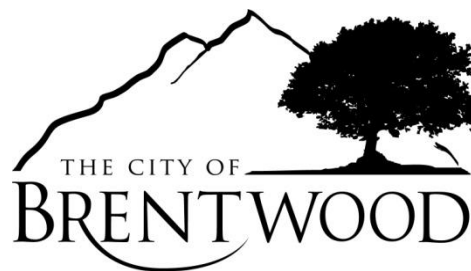
10:00AM: Registration*

10:30AM: Parade

*To register, dogs must be properly licensed, tagged
and current on their vaccinations.
All dogs must be on leash.



Event hosted by the
Brentwood Advisory Neighborhood Committee



PRESS RELEASE

POLICE DEPARTMENT

FOR IMMEDIATE RELEASE: August 9, 2013

Brentwood Police to Conduct End of Summer DUI Crackdown

Brentwood, CA – The Brentwood Police Department will be joining law enforcement agencies throughout California stepping up DUI enforcement at the end of the traditional summer season through Labor Day – August 16 through Sept. 2. During the crackdown period, there will be an increase in law enforcement presence on the roads, including additional officers and DUI checkpoints throughout the state, and those caught driving under the influence of alcohol and/or drugs will be arrested.

The Brentwood Police Department Traffic Unit will be conducting a DUI/Drivers License Checkpoint on 8/16/13, on Sand Creek Road near Highland Way between the hours of 7:00 p.m. to 1:00 a.m. The California Office of Traffic Safety is reminding Californians to plan ahead during the crackdown and every day by designating a sober driver.

“The end of summer and Labor Day weekend is traditionally a time to have fun,” said Sergeant Bryan Smith. “Don’t let it turn into a time of tragedy or jail visit by driving impaired by alcohol or drugs. We will be out looking for those making that unwise and dangerous choice.”

The Brentwood Police Department will be joining the CHP, Avoid DUI Task Forces and over 115 other local police departments across the state. Specially trained officers will be on hand to detect drivers under the influence of alcohol as well as legal or illegal drugs. In 2011, 774 California drivers with a blood alcohol content of .08 or higher were killed in alcohol-impaired crashes. A first-time DUI conviction can cost up to \$10,000 in fines, legal fees, and insurance increases.

During the Labor Day weekend in 2011, a total of 138 people across the county were killed in motor vehicle traffic crashes involving drivers or motorcycle riders with a .08 BAC or higher. Of those fatalities, 83 percent occurred during early evening and overnight.

Funding for this checkpoint is provided to the Brentwood Police Department by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, reminding everyone to continue to work together to bring an end to these tragedies. If you see a Drunk Driver – Call 9-1-1.

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MEDIA NOTES: To schedule an interview regarding the Brentwood Police Department Traffic Safety Unit, please contact Sgt. Bryan Smith at (925) 809-7711 or via email at [bsmith@brentwoodca.gov].



PRESS RELEASE

POLICE DEPARTMENT

The City of Brentwood is pleased to announce their first Public Safety Forum in August. Presenters from the Brentwood Police Department and the East Contra Costa County Fire District will share important information about public safety at a Community Forum on August 17th. Topics will include Neighborhood Watch, crime prevention, internet threats to children, bullying, C.E.R.T., smoke detectors, exit drills in the home, Vial of Life program, and hands only CPR. A Question and Answer session will follow the presentations. All residents are encouraged to attend this event.

The forum will take place on Saturday, August 17th, from 10:00 a.m. – 12:00 p.m. at the Brentwood Community Center, 35 Oak Street. Admission is free. Below is the agenda for the event:

10:00 Welcome / Introductions
10:05 Neighborhood Watch
10:15 Crime Prevention
10:25 Internet Threats to Children
10:35 Bullying
10:45 C.E.R.T. (Community Emergency Response Team)
10:55 Questions and Answers
11:10 Hands only CPR / Vial of Life / Smoke Detectors / Exit Drills in the Home
11:45 Questions and Answers
12:00 End

Prepared by Lieutenant Ben Tolero
Patrol Division
(925) 809-7713